

MATWATCH

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MAY 27-JUNE 2

THIS WEEK'S HEADLINES

Axe Falls Thursday

BRUCE PRICHARD FIRED FROM TITAN SPORTS

MUCHNICK NEEDLES HOGAN, WARRIOR ON ESPN

LOS ANGELES---Freelance writer Irv Muchnick took a poke at WWF champion Hulk Hogan and former champ The Ultimate Warrior (Jim Hellwig) Wednesday night on ESPN's *UP CLOSE*.

Detailing his recent magazine story on the Vince McMahon-Jim Weider bodybuilding wars, Muchnick described Hulk Hogan as one "who has big muscles and almost no talent." As for Warrior, Muchnick told host Roy Firestone the former champion "has no talent and probably couldn't do this interview for 30 seconds without blowing up."

Muchnick would not specify if Hogan has used steroids but said, "Superstar Billy Graham has said 85 to 90 per cent of the WWF wrestlers have used steroids, so draw your own conclusions."

SUPERBRAWL SUBS ESTIMATED AT 1.1

ATLANTA---The St. Petersburg WCW pay-per-view special *SUPERBRAWL* scored an estimated buy-rate of 1.1 per cent, according to top cable operators.

Turner Home Entertainment pay-per-view vice president Sharon Sidello told *MATWATCH*, "The show did well in the areas our shows usually are strong---in the Southeast and parts of the Midwest."

If the 1.1% figure holds, the show was seen in an estimated 149,000 homes and drew gross revenues close to \$3 million.

PAUL E., DUSTY TOPLINE FIRST ROSS SHOWS

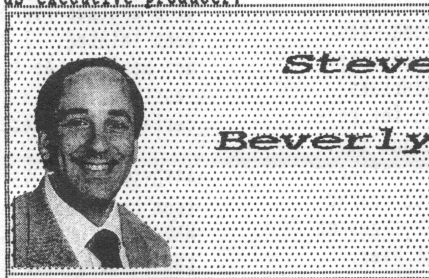
ATLANTA---Paul E. Dangerously will be the premiere guest on the first edition of *THE JIM ROSS WRESTLING SHOW* Sunday at 9 p.m. (EDT) on WSB-AM (750) in Atlanta.

The show, available in portions of 38 states shortly after air time, will include

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Only weeks after his Brother Love character was "destroyed" on national television, former World Wrestling Federation executive producer Bruce Prichard has been fired by Titan Sports.

Given what has been termed a "nice severance check," Prichard had been rumored to be on thin edge in the company shortly after last fall's hiring of former NBC Sports producer John Phillipelli to take over Prichard's post as executive producer.



After nearly four years in the top WWF production post, Prichard was said to have made no secret of his discontent over being relegated to a line producer's role and earlier as the original manager of The Undertaker (Mark Callaway).

Prichard had been on vacation in the Bahamas, returned Wednesday and was released the next day.

A close Prichard friend, who has asked to remain anonymous, told *MAT-*

WATCH: "Bruce had been burned out even before they brought in Phillipelli. But it was obvious it wasn't going to work." Another source says tension was to the point WWF owner Vince McMahon had no choice but to ax Prichard.

While Prichard was most noted for the Brother Love character, parodying TV evangelists, his most significant contribution since going to Titan Sports in 1987 was in production. Prichard expanded television techniques in dramatizing McMahon-created angles. Perhaps his most celebrated production came during the live 1989 NBC *MAIN EVENT* special when Randy Savage crashed into Elizabeth. McMahon developed the mechanics of the dressing room split between Hogan and Savage. Prichard executed the hand-held camera following Hogan carrying Liz down the corridor into the first aid room and the sequence which stayed away from the actual in-ring match for more than eight minutes (including Hogan's celebrated blooper, asking "are we on?" after the commercial break before resuming his imploring of Liz to revive).

With Prichard's extensive experience at Titan, the question immediately surfaces about his future. While *MATWATCH*, over Memorial Day weekend, did not have a chance to contact WCW chief Jim Herd, first speculation links Prichard to WCW, possibly to shore up anemic ratings for syndicated shows with beefed-up production. One trusted source says Prichard tried to contact WCW talent coordinator Dusty Rhodes over the weekend. Rhodes and Prichard were said to be close during Dusty's Titan stint. WCW syndication executive producer Tony Schiavone is known to be under pressure after a year of stagnant ratings.

The same source says Prichard would like to come but a deal is probably not imminent. "As burned out as he is," says the source, "Bruce needs some time off. Money wouldn't be an issue because Bruce isn't in any position to demand a fat contract." But another non-WCW wrestling exec says the job would not be as easy at WCW. "At Titan, Bruce only had to clear things with one person: Vince," says the executive. "But at Turner, he'd have a lot more layers of bureaucracy to go through. He'd find out pretty quick it's not the same."

MATWATCH**EDITORIAL**

In the last two years, **MATWATCH** has viewed with increasing askance, television wrestling angles which dramatize situations placing a competitor's life in jeopardy.

In 1989, the WCW Ric Flair-Terry Funk angle in which Funk attempted "suffocation" of Flair with a plastic bag spiraled a continuing line of death-intent stories. WCW chief Jim Herd, who admitted approving the angle, quickly recognized its potential impact on children and teens prone to mimic wrestling storylines. Herd vowed to **MATWATCH** never to repeat such an angle and Funk quickly apologized on-air, admonishing children not to copy it.

Last summer, Eddie Gilbert's attempt to run down Jerry Lawler with a car on live TV was a desperate stab at reviving a dying company with a dramatized manslaughter attempt. While well-produced, the angle clearly jumped the line of responsibility.

The recent WWF angle in which the Undertaker stuffed The Ultimate Warrior in a coffin for more than three minutes, while well-executed and lavishly produced, was irresponsible in its influence on young viewers who admittedly like both characters and often act out TV wrestling storylines at home. It was one of Titan Sports' worst ever.

Saturday's USWA show on WMC-TV in Memphis was the latest and perhaps worst example of mindless creativity for shock value in a studio audience containing more than 60 percent children and youth. Booker Eric Embry had two newcomers, The Master Blaster and Tex Salenger, take a plastic bag and attempt to "suffocate" Robert Fuller for more than two minutes before Fuller was freed. Not only was the angle unoriginal, it was more blatant than the Funk-Flair incident in that four heels were in the ring to block assistance to Fuller. The setting was far more intimate than in the WCW arena situation. The clear and unabridged intent was murder.

MATWATCH believes those who scoff at such angles with a "that's just wrestling" attitude miss the potentially negative influence of such stories on adolescent viewers. In the instance of the Memphis show, the irresponsibility is not simply that of Embry, who has proven to be an unimaginative and violence-to-excess prone booker, but of executive producer Lawler, wrestling executives Jerry Jarrett and Eddie Marlin and WMC-TV management.

The success of wrestling, admittedly and logically, hinges on violence and cliffhanger stories. But when physical contact crosses the border into attempted murder, enough is enough. **MATWATCH** believes in the Memphis case, Embry should be dismissed as booker and WMC-TV should exercise stronger controls on the Saturday morning product, hugely profitable show or not.

Pinfall Profile**SUPERBRAWL: THE GOOD AND THE BAD OF IT**

Most hardcore wrestling fans view today's supershows in two ways: the instant impression after a live or pay-per-view viewing and the more careful dissection after a second viewing.

In the case of WCW's **SUPERBRAWL**, a second look in the past week reinforces the view of many **MATWATCH**ers that when the show was good, it was very good but when it was bad, it was weak.

Some second thoughts:

*****EATON VS. ANDERSON:** I would have upgraded this match to the **POWERSLAM** level. The bout still suffered from having to follow the best U.S. match of the year but the two gave a strong effort and it had one of the few matches with a clean, unaided pinfall---though Barry Windham tried otherwise.

*****FLAIR-FUJINAMI:** I was told Monday afternoon WCW knew the hardcores would blame Dusty Rhodes for the Flair trunkpull for the win but a key WCW insider says Rhodes didn't call the finish. "Dusty said he wanted Flair to go over but Flair and Fujinami had complete creative control over that match and they worked that finish out themselves," said the official. Fine. It's another reason why Flair's post-1985 title reigns have been tainted. I was told Jim Ross and Rhodes deliberately did not mention the tight-pulling (which was so blatant Fujinami nearly offered a full moon). I'm still not sure why but I'm certain there were political reasons for it.

*****STING/LUGER VS. STEINERS:** Yes, the finish still kept it from being only the fourth **PINFALL!** match in the history of **MATWATCH**. But a second viewing made me marvel even more at the power skills these men offered. Proof positive a babyface vs. babyface match can work.

One WCW insider called to challenge why we called so many of the finishes "cheap." In retrospect, the word was overused in our account. But I hold to the view that far too many "gimmick" finishes were executed and on a 12-match show (two matches too many), I began to feel every conceivable gimmick we've seen in the past seven years was being repeated. In Sting-Luger vs. Steinners, why couldn't we have been treated to a clean ending (a la **STARRCADE '89's** Road Warriors-Steinners) and have the Koloff run-in post-match, rather than keeping the bout from a natural conclusion?

Despite hardcores who find Rhodes-bashing a tradition, the man has made strides at the color mike since his poor beginning at the February **CLASH**. While I feel Paul E. Dangerously meshes better with Ross and Dusty will never be Jesse Ventura, Rhodes is becoming more disciplined and did not intrude on the broadcast or Ross' scene-setting and backgrounders.

Despite executives' pleas to the contrary, I remain extremely skeptical of the Oz venture and I feel they're sorely miscalculating what their core audience will tolerate in an attempt to draw a crossover demographic.

Finally, while Terry Taylor's dry reactions and Stan Hansen's polkadot shorts were hilarious, I've had enough of the Missy Hyatt dressing room walkins (and I know this will get me another letter from Canada). The underlying parody here is not a funny situation. It attempts to find humor in a terribly emotional ordeal a qualified, well-trained sportswriter, who happens to be female, went through in the New England Patriots' locker room and caricatures the serious battles competent, professional women in sports journalism continue to fight to gain equal access to interview athletes in the male-dominated athletic world. The performances of some of the individual players may have been amusing. But the focal point isn't. And it's situations like this where the Missy character continues to set back the cause for women's equality 25 years.

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TV TEMPO

May 20-26

(UWF) - Blackhearts d. Lynx/Rico Frederico; Paul Orndorff d. Dusty Wolfe; Bob Orton Jr. d. Animal; (CAPT. LOU'S CORNER) Albano w. Blackhearts/Luna; B. Brian Blair d. Rusty Brooks; Power Twins d. Steve Ray by DQ when Sunny Beach shows (match began 2-on-1 as Beach "had not arrived"). BOMB-PLUS.

(WWF/SYN) - [CHALLENGE]: Bushwhackers d. Brooklyn Brawler/Dusty Wolfe; Earthquake d. Keith Richards; Ricky Steamboat d. Brian Costello; Orient Express d. Dan Robbins/Jackson; Greg Valentine d. W.T. Jones; Big Bossman d. Tom Stone; Power & Glory d. Dave Sigfritts/Kevin Krueger; (ANGLE) Mr. Fuji shoved in cake when Andre the Giant rejects bid to become his manager. RESTHOLD.

[SUPERSTARS]: Curt Hennig d. Jim Evans; (UPDATE) Fuji-Andre cake face; Col. Mustafa d. George Anderson; Mountie d. Ricky Rice; Rockers d. Bob Bradley/Al Burke; (FUNERAL PARLOR) Paul Bearer w. Jake Roberts/Lucifer; Tugboat d. Warren Bianchi; Bret Hart d. Gary Wilde; Nasty Boys d. Red Tyler/Buck Zumhofe. RESTHOLD.

(WCW/SYN) - [WORLD WIDE]: Ron Simmons d. John Peterson; Dustin Rhodes/Ricky Morton d. Terrence Taylor/Arn Anderson when Ricky walks away w. Barry Windham & heels won't stop 2-on-1. Bobby Eaton saves; Sting d. Chuck Coates; One-Man Gang d. Randy Starr; Lex Luger d. Cody Wade; Windham d. Ken Kendall but costumed chicken appears after and gives Air Pillman to Barry; P.N. News d. Joe Cruz. DRAW.

[WCW PRO]: Junkyard Dog/Simmons d. Jim Corbett/Jeff Sword; Rhodes/Morton d. Mark Kyle/Tom Burton; (LARRY Z'S LEGENDS) Nikita Koloff clotheslines Sting, who revives & brawls with Koloff to dressing room; Koloff d. Scott Allen but Sting runs in after & pullapart erupts; Gang/Angel of Death d. Larry Santo/Phillip Palmer; (REPLAY) Missy beats on Paul E. for orchestrating false phone call; El Gigante/Brian Pillman d. State Patrol; Arn Anderson/Ric Flair d. Eaton/Josh when Bobby gets ax-handle away from Arn & gets caught decking Arn/Flair with it; Butch Reed d. Dave Taylor. DRAW.

(LPWA) - Medusa Miceli d. Allison Royal; Malaya Hosaka d. Magnificent Mimi by DQ when Mimi keeps beating. Bambi saves; Lady X d. The Beast; Comrade Orga/LaGata d. Susan Sexton/Alma Alvarez & Susan abandons Alma after; Terri Power draw vs. Denise Storm; (LOUISVILLE SLUGGER) Jim Cornette w. Misty Blue Simmes/Heidi Lee Morgan, who argue with each other. RESTHOLD.

(WEEKLY ALL-JAPAN) - [5/6]: Akira Taue d. Toshiaki Kawada by countout. Taue juices, Kawada stretchers; [PWF INTL. TAG TITLE] Danny Spivey/Stam Hansen d. Terry Gordy/Steve Williams to win belts. PINFALL!

(NEW JAPAN WORLD) - [5/11]: Tony Halme d. Masashi Aoyagi; Scott Norton d. Keiji Mutoh; Riki Choshu/Tatsumi Fujinami d. Hiroshi Hase/Kensuke Sasaki; [TOP OF THE SUPER JUNIORS/IWGP WORLD JR. HWT. TITLE] Norio Honaga d. Jushin Liger to win title. POWERSLAM-PLUS.

(USWA) - [CHALLENGE]: Gary Young d. El Grande Pistolero; Pvt. Terry Daniels d. Dog of War; Bill Dundee d. Boogeyman; Little Tokyo d. Karate Kid; (TEXAS ROUNDUP) Dundee wins. RESTHOLD. [BEST OF CHAMPIONSHIP]: Ben Jordan d. Junior Alzado; (REPLAY/S. TITLE) Eric Embry d. Jeff Jarrett when Tom Prichard uses briefcase on Jeff; Embry d. Freezer Thompson; Robert Fuller d.

Steve McGee; (PIPKIN BLDG.) Fuller/Danny Davis d. Texas Hangmen by DQ; Dundee d. Scorpion; (6-MAN) Eddie Gilbert/Jordan/Karate Kid draw vs. Hangmen/Tokyo. RESTHOLD.

SCALE: PINFALL! - Mist
See. PILEDRIVER - Excel-
lent. POWERSLAM - Good.
DRAW - Average. RESTHOLD
- Fair. BOMB - Poor.
PLUS - Midscale rating.

(PRO WRESTLING '91) - Chris Walker/Curtis Thompson d. Avengers; Big Bully Busich d. Tim Strong; (LPWA) Queen's Court d. Simmes/Morgan when Misty's leg hurt; (CLASSIC/CALGARY) Mr. Sikiyewa d. Joe Ventura; Joel Deaton d. Mad Dog Joe; (INTL/JAPAN) Akira Maeda/Toshiaki Takada d. Super Strong Machine/Yamazaki; John Michaels d. P.Y.T. James. RESTHOLD.

(AWA: LOOKING BACK) - (1985) Bob Backlund d. Rick Renslow; (1985/AWA WORLD TITLE) Rick Martel d. Jimmy Garvin to keep belt; (1980) Verne Gagne d. Nick Bockwinkel. DRAW.

(IWCCW) - Kevin Von Erich d. Tazmaniac; Ivan & Scott Putski d. Tony Roma/Party Animal; Tony Atlas d. Chief Thundermountain when Tony hits Chief w. batting helmet; Vic Steamboat d. Zip. BOMB-PLUS.

(LUCHA LIBRE) - Ponzona/Tony Arce/El Vulcano d. Las Saetas del Cuadrilatero 2-3 falls; Kato Kung Lee/El Dandy/Super Astro d. Kung Fu/Fuerza Guerrera/Jerry Estrada 2-3; Lizmark/El Pirata Morgan/El Rayo de Jalisco Jr. d. Ulises/El Perro Aguayo/Cien Caras 2-3; (MEXICAN NATL TRIOS TITLE) Atlantis/Octagon/Mascara Sagrada d. Los Mosqueteros del Diablos 2-3 to retain title. RESTHOLD.

(WCW/TBS) - [POWER HOUR]: Big Josh d. Mike Steele; Koloff d. Ian Weston; (6-MAN) Morton/JYD/Tommy Rich d. Burton/Sword/Joe Cezana; Steiners d. Dave Johnson/Mike Maverick; Sting/Luger d. Kyle/Hacksaw Higgins; Pillman d. Corbett; (WNN) Gordon Solie on P.N. News, (6/13/90) Luger d. Sid Vicious in 26 sec.; (TOKYO DOME) Keiji Mutoh (Muta) d. Sting blowing mist in Sting's face; (VIDEO) Muta clips; Flair d. Johnny Rich; Rhodes d. Doug Vines & plants kiss on Alexandra York when she & Curtis Hughes try to bully him into joining Foundation. RESTHOLD-PLUS.

[WORLD CHAMPIONSHIP]: (ANGLE) Paul E.'s told DANGER ZONE axed; Diamond Stud d. Tommy Angel; (CLASH REPORT) Anderson/Flair vs. Eaton/Josh, Sting vs. Muta; News d. Kevin Diamond; (MISSY'S MANOR) Missy w. Steve Austin/Veronica; Sting d. Sam Cody; (BULL DROP INN) Dusty & Jason w. P.N.N.; Windham d. Benny Kendall & rat mascot moons Barry; Rhodes/Morton no decision vs. Gang/Taylor when Alexandra talks Ricky into walking away. Gang accidentally splashes Taylor but Hughes ambles in to keep Dustin from scoring pin. RESTHOLD.

[MAIN EVENT]: Angel of Death/Danny Spivey d. Rick Hardrock/Kevin Diamond; (FEATURE) Flair-Pillman saga; (DANGER ZONE) P.N.N. makes Paul E. "yo-baby;" Big Josh d. Brady; Gang d. Abee; P.N.N. d. Coates; Koloff d. Starr; (WCW TV TITLE) Eaton d. Taylor by DQ when Anderson runs in. Rhodes saves & Alexandra holds back Mr. Hughes. RESTHOLD-PLUS.

(SATURDAY NIGHT WRESTLING PARTY) - [2 Wks. Ago]: Kid Vicious (Mike Kennedy) ambushes Churnin' Charlie (Charlie Davis) after Charlie predicts Kid's "brother" Sid will lose at SUPERBRAWL. Kid puts Churnin' in sleeper & takes over as host of show. [Last Week]: Kid insults the mayor but as he tries to draw winner of sweepstakes, The X-Ray arrives & puts Kid in the X-ray and Churnin' applies claw to KO Kid & tells announcer Ernest Harper he's reclaiming his host role. NO RATING.

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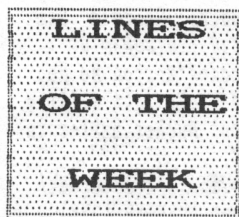
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(WINDY CITY) - Turbo d. Shogun Assassin. Shogun attacks Turbo w. nunchukas after but Turbo rallies to chase Shogun; (WINDY CITY LTWT TITLE) Mike Anthony d. Trevor Blanchard to retain title; Motor City Hitmen d. Commandos. RESTHOLD.

(USWA/WMC) - Texas Ranger d. Jordan; (ANGLE) Jamie Dundee apologizes to Bill for becoming J.C. Ice. Eddie Marlin agrees for "William Jamie Dundee" to take 30-day suspension from USWA for "William (Bill) Dundee;" Embry d. Don Kelly by DQ when The Lone Ranger runs in & chases Eric. Lone unmask as Doug Gilbert; (PIPKIN BLDG.) Tony Anthony d. Eddie Gilbert by DQ when Eddie burns him. Prichard runs in but Eddie revives until Anthony recovers and he & Tom post Eddie & work over his shoulder until Hurricane Walker saves w. garbage can; Jarrett/Fuller d. Freddie Morton/Scorpion but Embry/Prichard/Tex Salenger/Mister Blaster run in & Blaster/Salenger "smother" Fuller w. Terry Funk plastic bag trick. Four faces fail to save before Dundee chases heels. Davis/Jerry Lawler revive Fuller w. "CPR;" (8-MAN) Salenger/Blaster/Prichard/Anthony d. Eddie Gilbert/Davis/Walker/Freezer Thompson but Fuller/Jarrett run in & avenge bag angle. RESTHOLD-PLUS.

(WWF/USA) - [PRIME TIME]: Ultimate Warrior d. Demolition Smash; (SILLY ANGLE) Barbarian overpowers PTW director & begins erratic switching; (GUEST) Greg Valentine beats Bobby Heenan on Hulk Hogan gameline; Berserker d. Randy Fox; Davey Boy Smith d. Frankie DeFalco; (ANGLE) Barbarian goes into audience & scares woman, who threatens to have her baby in the studio; Irwin R. Schyster d. Tyler; Kerry Von Erich d. Rice; (6-MAN) Earthquake/Nasty Boys d. Jim Duggan/Bushwhackers by DQ when Hacksaw clears ring w. 2x4; (GUEST) Hogan w. clip of new film SUBURBAN COMMANDO; (ANGLE) Hogan chases Heenan down hall on motorcycle; (GUEST) WWF bodybuilder Mike Quinn; Steamboat d. Costello; P&G d. Krueger/Sigfritts; Roberts d. Tom Bennett; (FINALE) Heenan somersaults off tricycle. RESTHOLD-PLUS.

(SOUTH ATLANTIC) - Tommy Seabolt d. Terry Thomas; Sumo Rikki d. White Knight; Vince Torelli d. Robert Campbell; Dean Malenko d. Pit Bulldog Rexx; (6-MAN) Jackie Fulton/American G.I./Chris Chavis d. Dan Grundy/Pit Bulldogs. BOMB...all reruns.



1. Irv Muchnick, ESPN UP CLOSE: "The Ultimate Warrior, who has no talent and probably couldn't do this interview for 30 seconds without blowing up." 2. Buddy Landell, SPRING SPECTACULAR II: "Stan Lane and Jim Cornette are the reason I got fired from the NWA. It wasn't because I blew snot on some lady in Boston." 3. Jason Hervey/Boni Blackstone, WVEU: (JH) "I'm going to give Sammy (Kent) a part in my new movie." (BB) "What are they doing? Remaking 'One Flew Over the Cuckoo's Nest'?" 4. Kid Vicious, SAT. NIGHT WRESTLING PARTY: "Churnin' Charlie reminds me of a Maalox moment that went bad." 5. Steven DeTruth, WVEU, on Missy Hyatt: "This woman has a voice squeakier than Minnie Mouse and she dates children." 6. Dusty Rhodes, SUPERBRAWL, on Dustin: "I stopped trying to intimidate that boy when he was 12." 7. Paul E. Dangerously, WCW: "As for Jason Hervey & Dusty Rhodes, it kinda looks like Tattoo and Mr. Roarke to me." 8. Vince McMahon/Bobby Heenan, PTW, on Bobby losing Hogan gameline: (BH) "I think I have a

bad connection." (V) "You've never been connected." 9. Kid Vicious, SNWP: "I bet you couldn't move Lance Russell's hair with a chisel." 10. Paul E., WCW, on Diamond Stud: "If he's a stud, I'd like to know when he's gonna breed."

11. Paul E., PH, on Dustin kissing Alexandra: "He gave her a hickey!" 12. Tony Schiavone, WWW, on chicken/P.N. News: "This week, we be pluckin' and we be rappin'." 13. Heenan, PTW, on Vince's low-cut jogging suit: "Looks like Madonna's 'Truth or Dare' with all that cleavage." 14. Sean Mooney, PTW: "I think I know why the Brawler always looks so nasty. I don't think he ever washes that sweatshirt." 15. Paul E., WCW: "Unlike Missy, Veronica's a natural blonde." 16. Heenan, PTW, on Barbarian's fur-lined boots: "Those are Hair Jordans." 17. Eddie Gilbert, WMC, on Eric Embry: "He's a fat mother wart with all sorts of little warts around him." 18. Jim Ross, WME, on 747: "This may be what Erica Jong was thinking about when she wrote the book, 'Fear of Flying.'" 19. Paul E., WCW, on Sam Cody: "He reminds me of The Tasmanian Devil." 20. Jamie Dundee, WMC: "I did enough to hurt the Dundee name in two days."

21. Eddie Gilbert, WMC, on Doug (Lone Ranger) Gilbert: "Me Tonto, him Kemosabe." 22. McMahon, PTW: "Alfred, you used to pose back during the Crusades, didn't you?" 23. Alfred Hayes, PTW, on P&G's weight belts: "Wouldn't mind one of those myself...keep my pants up."

STRONGEST COMMENTS - 1. Muchnick, UP CLOSE: "Hulk Hogan... who has big muscles and almost no talent."

QUESTIONS OF THE WEEK - 1. Diamond Dallas Page, WCW PRO: "What about Oz?" 2. Ross, WME, on Ned Brady: "Isn't he the oldest son on THE BRADY BUNCH?" 3. Downtown Bruno, WMC: "What you gonna do when Brunomania runs through you?" 4. Alfred Hayes, "Is the WWF ready for someone like me?"

NICKNAMES OF THE WEEK - 1. PNN (Schiavone on P.N. News). 2. LITTLE LEONA HELMSLEY (Ross on Alexandra). 3. SPAGHETTI LEGS (Ross on Alexandra). 4. JUNKFOOD DOG (Diamond Dallas Page on JYD). 5. COCONUT HEAD (Page on Simmons). 6. THE LITTLE TICK (Dusty on Jason Hervey).

BEST PICTURES - 1. PH, Paul E. showing composite tabloid pic of Missy as a "hippo." 2. WCW PRO, Eaton posted by Flair. 3. WCW, Windham giving a "hi, mom" to the camera. 4. WWF-SU, Fuji's face dumped in cake by Andre. 5. WME, Paul E. doing "yo-baby" with P.N. News. 6. WME, Big Josh w. little kid. 7. PTW, Barbarian in tux. 8. PTW, Alfred Hayes posing. 9. PTW, Heenan's hair after ride on Hogan's cycle. 10. SNWP, The X-Ray big splashing Kid Vicious.

SEXIST REMARK - Paul E., WCW: "Obviously, a broad put together our format sheets and omitted the DANGER ZONE."

VIVID IMAGINATION AWARD - Missy Hyatt, WME: "A lot of women want me to beat you, Paul E., because they want to be just like me."

BLOOPER AWARDS - 1. Gordon Solie, WWW, calling Dustin's bulldog "the Oklahoma stampede." 2. WWW/Baltimore, for showing graphic of Norfolk VA while announcer pitches Waldorf MD.

BOO AWARD - WWF, for endless hype of WWF championships. Come on, Vince, is this wrestling (and we do have doubts) or is it bodybuilding?

DOUBLE BOO AWARD - USWA/WMC, for plastic bag angle (see MATWATCH Editorial, page 2).

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SID ASCENDS: Sid Vicious is to have his pre-debut creative meeting with WWF officials Thursday to structure his initial storylines and programs.

FOXY TALKS: SATURDAY NIGHT'S MAIN EVENT has indeed been bumped from the NBC fall schedule. And Titan talks are underway with Fox for at least two Saturday evening specials in prime time. With Fox's dismal performance (except for COPS) Saturday nights, bet on it happening.

NO DESTRUCTION: Mike Enos and Wayne Bloom debuted at Tuesday's WWF tapings. But not as The Destruction Crew. They'll either be called the Blond Bombers or the Bomber Brothers.

HERD'S VIEW: Jim Herd told me he sat in the crowd during the Sting-Luger vs. Steiners match at SUPERBRAWL and hasn't "heard a crowd reaction like that since the Flair-Luger match in Greensboro last year."

HIGHS AND LOWS: Herd agreed "we had some high points with Sting-Luger against the Steiners a match of the year, Flair and Fujinami worked their cans off and Eaton and Anderson were pros all the way but our low points were very low."

WHAT WAS LOW?: Herd rated the DANGER ZONE segment with Paul E.'s rantings about the technical problems "a very low point." But insiders say Heyman's blowup was an "in character work" and not a tantrum directed at the Turner crew.

EVEN LOWER: Herd told MATWATCH he was very dissatisfied with the Diamond Dallas Page segment, particularly Page muttering the "f" word at the end of his bit. Says Herd: "I'm no prude. I've been around this business off and on for 20 years but I don't think a lot of Page's stuff does us any good and there was no place for his action Sunday night."

HARDCORE FUTURE: WCW may revise its ticket policies which often result in groups of hardcore fans (translated: newsletter subscribers) sitting in ringside blocks. At least three people from WCW have called us to express irritation at alleged misbehavior of some hardcores during SUPERBRAWL.

WHAT'S THE FUSS?: Some WCW insiders were incensed at ringsiders yelling, "Dusty SUV," when Rhodes and Ross came to the ringside. Further, they're upset at what was termed to me "constant insider comments that spoiled the show for the regular fans sitting at ringside with the hardcores." Another response: "We try to be nice. We're the only promotion to cooperate with them and then they behave like they did Sunday night." Some hardcores, I'm sure, will take issue.

HOTLINE CHANGE: Dennis A. Brent is about to have a night on THE WRESTLING HOTLINE, in a news segment reportedly to be called "Up to the Minute" on Wednesdays.

GOODHART'S GOODIES: Joel Goodhart's Aug. 6 show in Philly includes an old-timers' battle royal with Killer Kowalski, Bulldog Brower and Dominic DeNucci already billed.

EARLY AUTUMN: Joel's Sept. 21 AUTUMN ARMAGEDDON II features The Sheik vs. Abdullah the Butcher in a barbed wire cage.

WRESTLING WOODSTOCK: That's what Goodhart is calling his

August wrestling marathon in New Jersey. It'll be in a field (a la the '60s rock event) with matches from noon-to-8.

MORE TV TIME: Jason Hervey and Missy Hyatt slated for an upcoming appearance on THE PARTY MACHINE WITH NIA PEEPLES.

SUPERSHOW STATS: The WCW/New Japan SUPERSHOW registered an 0.5% buy-rate, according to Turner Home Entertainment's Sharon Sidello. I'll have to ask Sharon again about the universe for that show but if it was 8.5 million homes, as I was told, then that means about 43,000 homes bought for a \$430,000 gross.

SEPTEMBER OUT?: T.H.E. is now "up in the air" about a mini PPV in September. After looking at the anemic buy-rate for the WWF Hot Ticket show, T.H.E. may go slower on the \$9.95s.

LPWA FOLLIES: I'm told last Tuesday's taping in Laughlin NV was one of these where if it could go wrong, it did. The next three items will tell you why....

BUGGY NIGHT: Someone left the arena doors open and a mass of bugs with 3-inch wing spans invaded. I'm told they looked like bats and kept hitting the TV lights, falling dead in the ring. A camera caught one in a closeup, causing Jim Cornette to comment, "Well, at least we now have an unbiased referee."

MIMI'S MISCHIEF: Mimi Lessos teamed with Denise Storm against Terri Power and Reggie Bennett. Mimi apparently didn't care for the finish and began fouling up the moves. At one point, she went into a corner and began pounding her own partner. Joe Pedicino and Cornette nearly came unglued.

TERRI'S MISFORTUNE: I can't tell you this entire story but you fill in the blanks. Terri faced Kat LaRoux. When she went for her Tower of Power superplex, Kat didn't wear the kind of spandex Terri could grip to power the finishing move. So, she had to scramble to finally grip the inside of Kat's leg for the plex. She had to use so much strength to do the maneuver that...well...Terri may want to wear Depends after this. She was in the dressing room before the ring announcer could even yell, "Here is your winner...!" Cornette reportedly asked if someone tossed a Coke bottle to form the wet spot.

SATURDAY ON WWC: I think our editorial on Page 2 is enough on the subject but, believe me, I thought I'd seen enough plastic bags. If Jarrett is that desperate....

MONDAY IN MEMPHIS: Eric Embry took on The Lone Ranger (Doug Gilbert), Fuller and Jeff Jarrett met Master Blaster & Tex Salenger and Eddie Gilbert faced Tony Anthony.

MORE MEMPHIS: Hurricane Walker d. Tom Prichard in his debut, so the two had a rematch this past Monday. Other bouts: Danny Davis-Texas Ranger, Chris Candido-Texas Outlaw I, Bill Dundee-Texas Outlaw II and Miss Texas-Donna Sheppard.

ANOTHER CHEAPIE: Dundee lost the loser-leave-USWA match to Embry last week but on TV, Eddie Marlin allowed Jamie Dundee to serve the 30-day suspension because the "contract said William Dundee and Jamie's name is William James Dundee."

SHANNON DECKED: In the Tampa ROCK 'N' RASSLIN' show Sunday night (att. 200), Man Mountain Brody won the battle royal finale but the Lebanese Assassin slugged ref Shannon Rose.

A REMINDER: A friendly painful reminder...this is the week MATWATCH subscription rates increase (see page 6).

MATWATCH

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Vol. 4, No. 21/May 27-June 2

RATINGS

RAP

ALL-AMERICAN RULES BUT OTHERS SINK

ALL-AMERICAN WRESTLING continues to cling to the top of the weekly Nielsen cable ratings but its three peer shows continue to languish in figures for the week ending May 21.

The Sunday noon WWF series posted a 17 per cent increase over the previous week's audience. ALL-AMERICAN's 2.7 rating earned a whopping 9.2 share of the cable audience.

But WWF PRIME TIME, WCW WORLD CHAMPIONSHIP and POWER HOUR continued in an alarming downward trend.

PRIME TIME, even with WWF champion Hulk Hogan as featured guest, recorded its second straight 2.2 rating and dropped to a 3.4 share.

WORLD CHAMPIONSHIP, on the eve of WCW's SUPERBRAWL pay-per-view, failed to register a 2 rating for the second straight week. Though scoring a 12% increase over the previous week, WCW only hit a 1.9, the first time since the summer of 1989 the series has scored under a 2 two consecutive weeks.

POWER HOUR, after rallying to a 1.8 two weekends ago, fell back to a 1.5, not giving much of a boost to SUPERBRAWL.

The average for the four shows (WCW MAIN EVENT was pre-empted) only rose to 2.1, only one-tenth above the weekend of May 11-14.

CABLE

Week Ending May 21	Rating	Share	Total Homes
WWF ALL-AMERICAN (USA 5/19)	2.7	9.2	1.5 million
WWF PRIME TIME (USA 5/21)	2.2	3.4	1.25 million
WCW WORLD CHAMPIONSHIP (TBS 5/18)	1.9	4.6	1.09 million
WCW POWER HOUR (TBS 5/18)	1.5	6.4	858,000

MATWATCH SUBSCRIPTIONS

Effective this week, the rates for MATWATCH are now as follows:

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\$6 for 5 issues, \$12 for 11 issues, \$18 for 16 issues.

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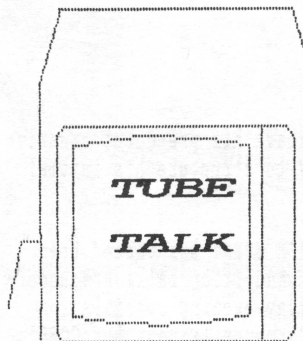
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THIS WEEK'S HEADLINES

(Continued from Page 1)

listener call-ins and trivia contests. Dusty Rhodes will be the guest on the June 2 edition.



Wasn't it interesting WCW choosing to use the CLASH match where Lex Luger beat Sid Vicious in 26 seconds on POWER HOUR Saturday?...On SOUTH ATLANTIC PRO Saturday, Frank Dusek claimed Jim Cornette and Stan Lane are on their way to SAW. Wonder if they know that?...WMC has to move USWA again Saturday to make room for NBA playoffs and the French Open....LPWA headed for a clearance on

WLMT/Memphis....MATWATCH phone poll on SUPERBRAWL showed fewer calls (97) than usual and 58% calling it a "good" show (though 40% of those rated it a "marginal thumbs up") and 39% rating it negative....Dr. Alfonso Morales expected back on LUCHA LIBRE this week after a three-week absence....WINDY CITY taped 15 matches two Saturdays ago for airing on Chicago cable. A Ken Patera-Lanny Poffo match was the "name" bout with Angelo Poffo in Lanny's corner....Larry Sharpe and Bob Orton Jr. both guested on the first hour of THE LARRY KATZ SHOW Saturday night.

John Arezzi of PRO WRESTLING SPOTLIGHT in New York says Superstar Billy Graham is expected to make another "major" announcement in the next few days....1988 MATWATCHER OF THE YEAR Dan Gibson continues to make progress from a stroke in an Albany GA hospital....We'll be taking a look at the HOT TICKET Wrestlemania special, the WWF/SWS Japan show and the latest edition of Minneapolis' SATURDAY NIGHT AT RINGSIDE this week....Steven DeTruth (Steve Prazak) took some sharp shots at Missy Hyatt on his seg on WVEU-TV last week....We're told early reports Baltimore's UIW would debut on WBAL-TV were premature. But negotiations are going on for TV in the area which are supposed to be closed shortly....ESPN leaning heavily on Max Andrews because of heavy blood in Eric Embry-booked matches and some male-female physical confrontations. Cable sports network has policy against both....For those who have been asking: Herb Abrams' UWF BEACH BRAWL a week from Sunday pay-per-view will only be available in 15 per cent of the U.S. Herb is having to negotiate with cable systems on an individual basis for carriage. The major PPV companies don't have a window for him.

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